RJ REYNOLDS

TOBACCO COMPANY

FILE COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

July 18, 1997

RJR Account #335710
Mr. J. Weisberg
KINGSTON TOBACCO

SEPTEMBER DORAL B2G1F / PROMOTION #701143

Dear Joe:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 30 skus of B2G1F Displays (Item #530030) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B2G1F
Light	12300-22588	2
Light Men 100	12300-22592	2
Light 100	12300-22589	2
FF 100	12300-22590	1

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

Product / Premium Arrival: **August 25, 1997**

Ship Date to Retail: **Week of: September 8, 1997**

SKU CUBE : **0.9960**
SKU WT (w/o Product): **1.7000 lbs**
Retail Sales Offer per Sku: **21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount: **$995.99**
Non-EFT $ Amount: **$N/A**

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Source: https://www.industrydocuments.ucsf.edu/docs/xtly0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:

* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL LIGHT / DORAL LT MEN 100 / DORAL LT 100 / DORAL FF 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN **21 B2G1F** OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$35.00 (2.5 (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: R. Westenberger / 162305
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letter

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-B2G1F.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/xtly0000

Here's A September Offer That's Sure To Please:

Buy Two Packs And Get One Free!

This **"Buy 2 Packs - Get One Free"** promotion is always popular with customers! For added value, smokers are invited to join Doral & Co. and become eligible to receive free offers and savings all year long. The Doral & Co. insert is sandwiched between the two packs.

This impactful Window Paster is a convenient 12"x12½" size and allows you to place it almost anywhere in your store.

The compact Display Unit easily fits on most counters. Offers come pre-sleeved in white cartons along with a fully assembled display that maximizes your retail counter space.

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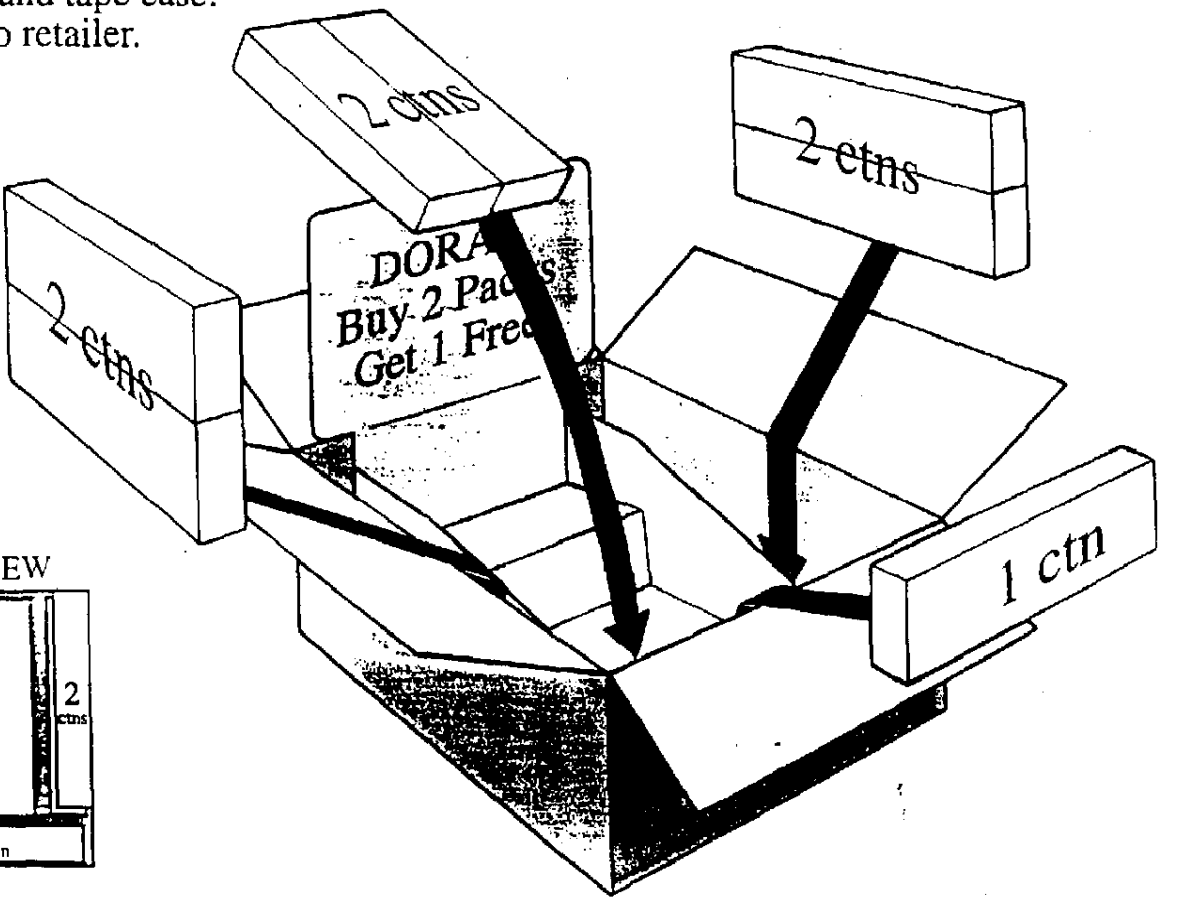
WHOLESALER PACKING INSTRUCTIONS

VALUE ADDED PROMOTIONS--3RD QTR.'97

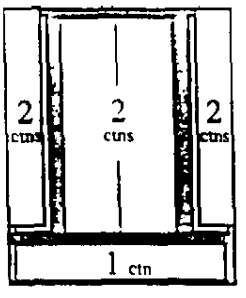
September DORAL B2G1F (Buy 2 Packs Get 1 Pack Free)

STEPS

1. Open DORAL B2G1F shipping case.
2. Place 7 cartons of DORAL promotional product into shipper/display. **(Promotional product is in white cartons and is pre-sleeved).**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



TOP VIEW



Item: #530030
Description: DORAL September B2G1F Display/POS Kit

Brand Style	LIGHT	LT MEN 100	LIGHT 100	ff 100		
Number of Cartons	2	2	2	1		

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WHOLESALER : 335710 KINGSTON CANDY & TOB. CO. <DIRECT>
TEMPLATE : 701143 70900 DOR B2G1F SEPT
TEMPLATE SEQ : 0014
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162210		178349	CHEESE N THINGS	ROUTE 28	PINE HILL	NY	12465	1				(914)254-4753
162305		071034	FOXHALL DELI	100 FOXHALL AVE	KINGSTON	NY	12401	1				(914)338-9296
162305	162327	178359	M T MARKET	183 SMITH AVE	KINGSTON	NY	12401	1				(914)331-4736
162305	162327	178388	JACKS STATIONERY	744 BROADWAY	KINGSTON	NY	12401	1				(914)338-6577
162305	162327	212606	MALL MOBIL SERVICE	1146 ULSTER AVE	KINGSTON	NY	12401	1				(914)336-2707
162305	162326	239605	GETTY GAS	ROUTE 212	SAUGERTIES	NY	12477	4				(914)246-7297
162305	162327	287612	GETTY MART	333 WASHINGTON AV	KINGSTON	NY	12401	1				(914)331-9013
162305	162326	620309	LAKE KATRINE GETTY	1738 ULSTER AVE	LAKE KATRINE	NY	12449	1				(914)336-7783
162305	162327	650654	ULSTER DELI & GROC.	688 BROADWAY	KINGSTON	NY	12401	1				(914)331-5216
162305	162327	655489	KINGSTON DELI	630 BROADWAY	KINGSTON	NY	12401	1				(914)339-0993
162305	162327	681154	BROTHER CONVENIENCE	675 BROADWAY	KINGSTON	NY	12401	1				(914)339-8356
162305	162328	701715	PILARY, INC.	895 ALBANY	KINGSTON	NY	12401	1		0362-0102		(914)338-1399
162305	162327	714699	LANDMART	327 BROADWAY	KINGSTON	NY	12401	1				(914)338-8330
162305	162328	735486	BP CALDOR	RT 9W CALDOR PLAZ	KINGSTON	NY	12401	1				(914)336-7311
162305	162328	744023	GWR PETROLEUM CO.	1105 STATE ROUTE	KINGSTON	NY	12401	1				(914)679-4556
162305	162326	747519	SAVGERTIES MOBIL	333 ROUTE 212	SAUGERTIES	NY	12477	1				(914)247-9138
162305	162326	750662	LEMA PETROLEUM	ROUTE 32 BOX 124	FREEHOLD	NY	12431	1				(518)634-2625
162305	162328	770168	HOBO DELI	ROUTE 28W	KINGSTON	NY	12401	1				(914)339-3452
162306	162327	620264	CITGO GUJAR	RT. 32	ROSENDALE	NY	12472	1				(914)658-3708
162307	162328	619766	Z&J GETTY HIGHLAND	443 ROUTE 9W	HIGHLAND	NY	12528	1			945261	(914)691-6717
162308	162329	578947	KAHN FOOD & GIFT	DBA SUNOCO MART	COLD SPRING	NY	10516	1				(914)265-2171
162308	162328	741928	SUNOCO CONV STORE	365 VIOLET AVE	POUGHKEEPSIE	NY	12601	1				(914)485-5692
162308	162328	746276	TONY'S CONV. STORE	585 ALBANY POST R	HYDE PARK	NY	12538	1				(914)229-1710
162308	162328	757345	COASTAL GAS & CONV.	254 DUTCHESS TPKE	POUGHKEEPSIE	NY	12603	1				(914)454-4133
162308	162328	582742	H & S QUICK MART,IN	238 DUTCH TPKE	POUGHKEEPSIE	NY	12601	1				(914)454-7989
162308	162329	696041	Z&J PETROLEUM	I84 & RT. 90	BEACON	NY	12508	1				(914)831-0435

PAGE BREAK TOTAL ACCOUNTS 26 TOTAL QUANTITY 29

TEMPLATE TOTAL ACCOUNTS 26 TOTAL QUANTITY 29

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